

PERCEIVED IMAGE OF CHINESE TOURIST ON MALACCA WORLD HERITAGE SITES

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I dedicated to my beloved parents

Mr. Liew Leong Fah & Mrs. Lee Nyep Khiun

AND

to my beloved sisters,

Ms. Liew Lih Fang & Ms. Liew Kui Fang

AND

to my beloved brother & family's

Mr. Liew Chee Thin

FOR

being so patient, supportive and be there for me

Thank You.

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ABSTRACT

Understanding of a destinations image is essentially important for destinations that wish to influence traveller's decision-making and choice. The perceived image is unique based on travellers own memories, associations or imaginations of a destination. As emphasized by numerous researcher that the tourist image is the factor that influence tourist behaviour. The purposes of this study were to identify the characteristic of the Chinese tourists and the attributes perceived image by this tourist group. Moreover, the study attempts to evaluate the overall perceived image of the Chinese tourists. The study area is Malacca World Heritage Sites. The questionnaire survey was conducted at three different sites in Malacca. The sample population for this study was composed of the Chinese tourists who visited Malacca World Heritage Sites. In this study, descriptive analysis method is used to analyse the data collected. The result reveals that Malacca is an attractive destination for Chinese tourists, with strengths in most of the important attributes, such as a great variety of heritage building, plentiful historical sites and unique architecture and townscape. Nevertheless, those who visit Malacca are likely to find Malacca not a good opportunity for wildlife observation. Moreover, in the point of view of Chinese tourists Malacca is not a place with good bargain and shopping heaven as well. The findings reflected the perceived image of Chinese tourists; consequently, it could contribute to the future tourism practitioners who aim to promote Malacca among the Chinese tourists to be a desirable international tourism destination.

ABSTRAK

Pada dasarnya, memahami imej destinasi penting untuk peneraju destinasi yang ingin mempengaruhi keputusan dan pilihan destinasi pengguna. Imej yang dilihat adalah unik berdasarkan memori atau imaginasi pelancong sendiri terhadap destinasi. Ramai penyelidik menekankan bahawa imej pelancongan merupakan faktor yang mempengaruhi tingkah laku pelancong. Tujuan kajian ini adalah untuk mengenalpasti ciri-ciri pelancong China dan sifat-sifat imej yang dilihat oleh kumpulan pelancong ini. Selain itu, kajian ini juga bertujuan untuk menilai imej keseluruhan daripada pelancong China. Kawasan kajian adalah Melaka Tapak Warisan Dunia. Kajian soal selidik telah dijalankan di tiga lokasi yang berbeza di Melaka dan populasi sampel kajian ini terdiri daripada pelancong China yang melawat Melaka Tapak Warisan Dunia. Dalam kajian ini, analisis deskriptif digunakan sebagai kaedah menganalisis data. Hasilnya menunjukkan bahawa Melaka adalah destinasi yang menarik bagi pelancong China, yang mempunyai kekuatan dalam kebanyakan sifat-sifat penting, seperti pelbagai jenis bangunan warisan, banyak tempat bersejarah dan seni bina yang unik dan bandar seni. Walaubagaimanapun, pelancong China yang melawat Melaka mendapati bahawa di Melaka mereka tidak berpeluang untuk memerhati hidupan liar. Dari sudut pandangan pelancong China, Melaka bukan tempat dengan membeli-belah dan tawar-menawar yang baik. Penemuan menggambarkan imej yang dilihat oleh pelancong China; ia boleh menyumbang kepada pihak pengurusan pelancongan yang ingin mempromosikan Melaka kepada pelancong China untuk menjadi destinasi pelancongan antarabangsa pilihan utama pelancong China.